TOZETT 1586660

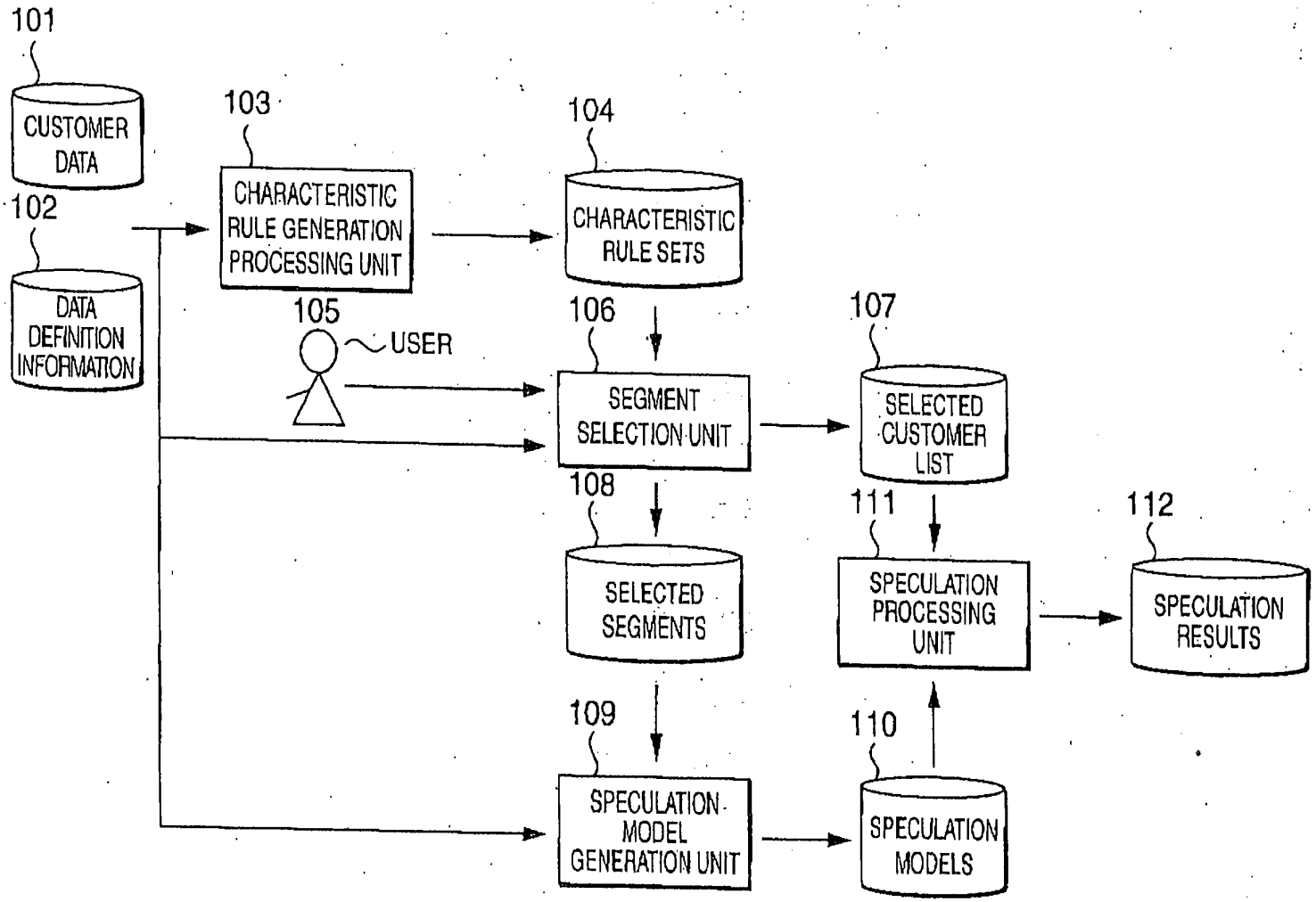


FIG.1

MONTH	CUSTOMER ID	GENDER	AGE	...	PROFIT AMOUNT	CANCELLED CUSTOMERS
3	00001	M	27	...	32,000	0
	00002	F	22	...	35,000	1
	00003	M	31	...	27,000	0
	⋮	⋮	⋮	⋮	⋮	⋮
4	00001	M	27	...	34,000	
	00002	F	22	...	38,000	
	00003	M	31	...	28,000	
	⋮	⋮	⋮	⋮	⋮	⋮
5	00001	M	27	...	36,000	
	00003	M	31	...	29,000	
	⋮	⋮	⋮	⋮	⋮	⋮

FIG.2

[USED DATA]
MARCH

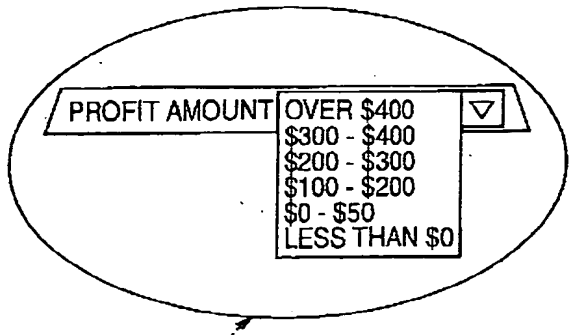
[RULE GENERATION ITEMS]
CONDITION ITEMS :
GENDER, AGE, PROFIT AMOUNT,
PRODUCT MODEL, RESIDENCE
CONCLUSION ITEMS : CANCELLATION STATUS
[LAYER]
GENDER :
MALE
FEMALE

AGE :
UNDER 20 : AGE < 20
20~24 : 19 <AGE < 25
25~29 : 24 <AGE < 30
30~34 : 29 <AGE < 35
OVER 35 : 34 <AGE

FIG.3

NO.	RULE	RULE/CONDITION	PRECISION
1	IF AGE = 20~24 & GENDER = F THEN LICENSE = CANCEL	54/200	27%
2	IF PRODUCT MODEL = xyz & RETAIL STORE = A THEN LICENSE = CANCEL	42/210	20%
:	:	:	:

FIG.4



ANALYSIS ITEM: CANCELLATION % | PROFIT AMOUNT: ALL | RETAIL STORE: ALL

DRILL DOWN

AGE \ GENDER	MALE	FEMALE	UNKNOWN
UNDER 19	7	13	3
20~24	11	27	4
25~34	9	8	2
35~44	6	5	1
OVER 45	2	1	0

FIG.5

ANALYSIS ITEM: CANCELLATION % | PROFIT AMOUNT: $300 - $400 | RETAIL STORE: ALL

AGE \ GENDER	MALE	FEMALE	UNKNOWN
UNDER 19	7	15	4
20~24	16	24	6
25~34	9	9	
35~44	8	3	
OVER 45	3	2	

SELECT COSTOMER LIST
GENERATE SPECULATION MODEL
SPECULATE

FIG.6

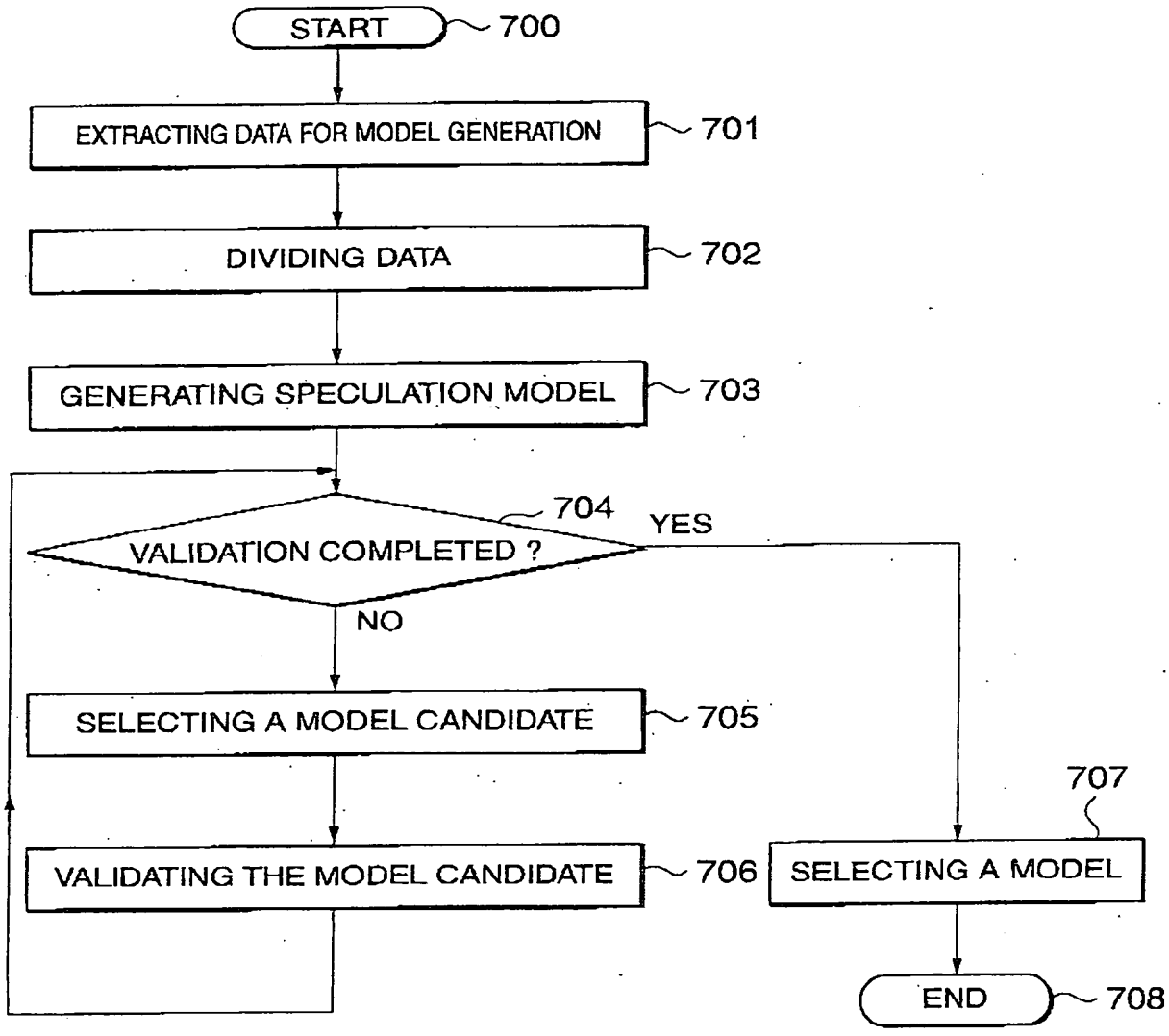

START
700
EXTRACTING DATA FOR MODEL GENERATION
701
DIVIDING DATA
702
GENERATING SPECULATION MODEL
703
704
VALIDATION COMPLETED ?
YES
NO
SELECTING A MODEL CANDIDATE
705
VALIDATING THE MODEL CANDIDATE
706
707
SELECTING A MODEL
END
708

FIG.7

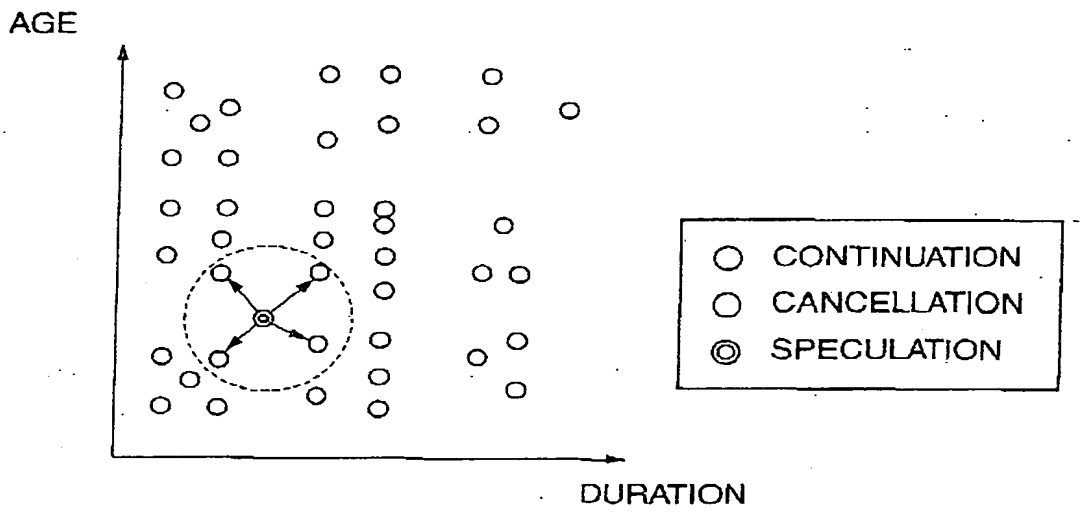


FIG.8

[DATA]
MARCH

[RULE GENERATION ITEMS]
CONDITION ITEMS : OCCUPATION, PROFIT AMOUNT, CANCELLATION, RESIDENCE
CONCLUSION ITEMS :

[SEGMENT CONDITIONS]

AGE = 20~24 & GENDER = FEMALE
& PROFIT AMOUNT =$300 - $400

FIG.9

CUSTOMER ID	CANCELLED CUSTOMER	SELECTION CONDITIONS	AGE	PROFIT AMOUNT	. . .
00036	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =$300 - $400	21	$320	. . .
00302	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =$300 - $400	22	$350	. . .
00421	0.98	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =$300 - $400	20	$330	. . .
⋮					

FIG.10

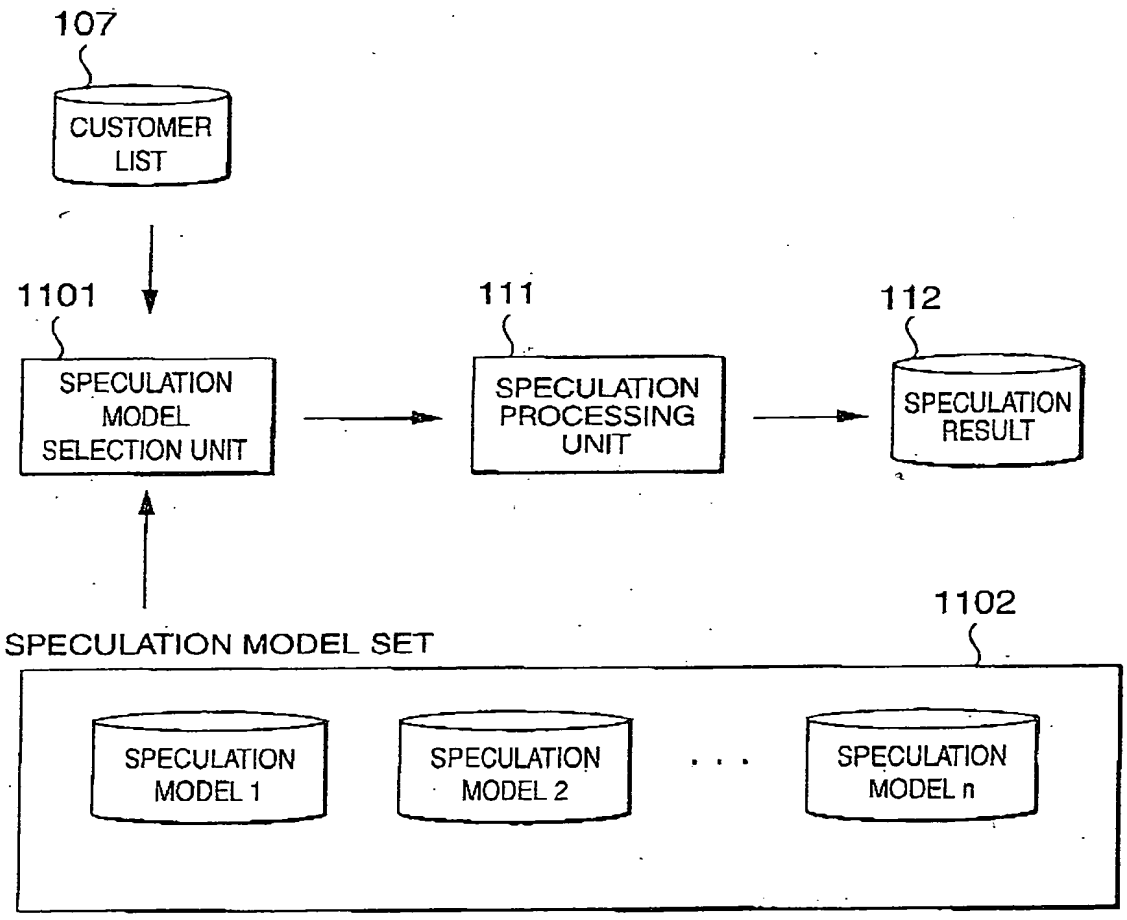

107
CUSTOMER LIST
1101
SPECULATION MODEL SELECTION UNIT
111
SPECULATION PROCESSING UNIT
112
SPECULATION RESULT
1102
SPECULATION MODEL SET
SPECULATION MODEL 1
SPECULATION MODEL 2
. . .
SPECULATION MODEL n

FIG.11

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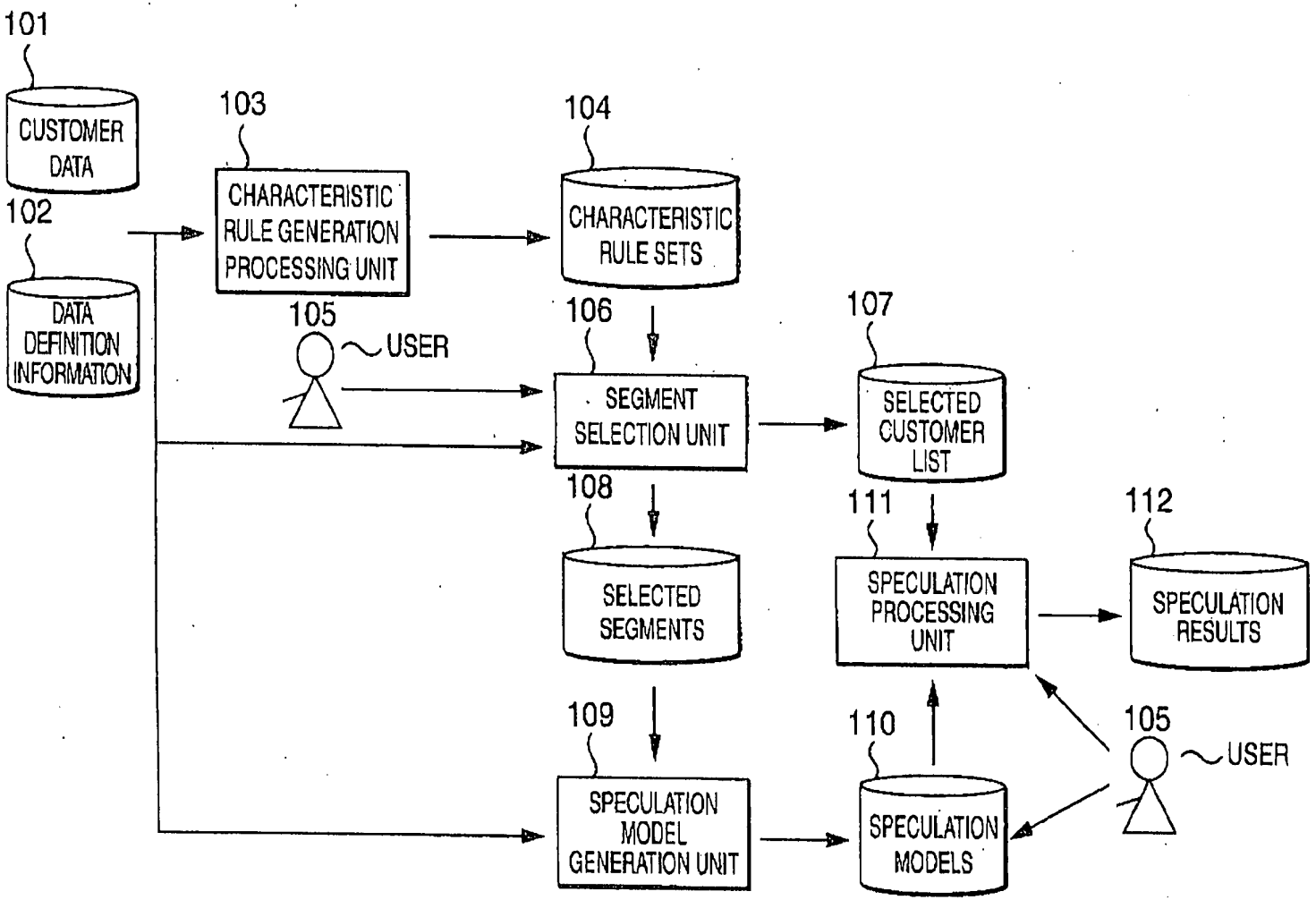

FIG.12